

GREATER BUCKY OPEN



CALL BUCKY 818.424.8000  
[www.greaterbuckyopen.com](http://www.greaterbuckyopen.com)



**UWHealth**

American Family  
 Children's Hospital

**G R E A T E R B U C K Y O P E N**

**28<sup>th</sup> Annual – September 13, 2024 – TPC WISCONSIN**



*golf*



*donate*



*sponsor*



*volunteer*

The Greater Bucky Open strives to bring comfort, support and a welcome distraction to patients and families at the University of Wisconsin Health's American Family Children's Hospital along with showing appreciation for Bucky Badger student mascots.

**SPONSOR at [www.GreaterBuckyOpen.com](http://www.GreaterBuckyOpen.com) or call Bucky 818.424.8000**




# WHO WE ARE

**UWHealth**

American Family  
Children's Hospital

- Founded 1997 by a former Bucky Badger Mascot and run 100% by a family of volunteers
- Benefits American Family Children's Hospital and Bucky Badger student mascot program
- Official 501(c)3 Non-Profit Entity
- Outing regularly sells out with 144 golfers hosted on a Friday before a home Badger football game
- Supported by the University, Hospital, Athletics, and notable Wisconsinites



*The Hildebrandt Family*



# WHAT WE DO

**UWHealth**

American Family  
Children's Hospital

***GO FAMILY FUNFEST.*** A fun filled event with Bucky Badger bringing joy and toys to the children and families at the AmFam Children's Hospital. Closed to the public but all encouraged to donate toys or gift cards for Bucky and UW Athletes to pass out at the event.

***GO GOLF OUTING.*** This golf event is the longest standing fundraiser in the history of the AmFam Children's Hospital. We regularly sell out with 144 golfers and are proudly supported by the UW Foundation, Athletics, local businesses, and area notables.

***GO CHARITY CONCERT.*** Featuring the popular country band, **Madison County**, we enjoy great music at the Red Rock Saloon with celebrity bartenders serving drinks.

***GO BADGER FOOTBALL TAILGATE.*** We post up near Camp Randall to enjoy food and drinks before the game.



# SOME OF THE FUN WE HAVE FUNDRAISING





**GREATER BUCKY OPEN**

**UWHealthKids** | American Family Children's Hospital

# CHARITY CONCERT

**Live Music & Celebrity Bartenders**

**FRIDAY, Sept 13<sup>th</sup> @7pm**

**Red Rock Saloon**

222 W. Gorham St, Madison

**FREE ENTRY**  
7-9pm



Featuring

**MADISON COUNTY**

Voted Madison Magazine's

BEST OF MADISON winner

la historia de  
**NOSOTROS**  
TEQUILA

donate



venmo

Greater Bucky Open  
@supportGBO

**Join us at the 2<sup>nd</sup> Floor Private Bar!**  
7:00p-10:00p Celebrity Bartenders  
9:30p-12:30a Live Music

**Proceeds benefit:**

**UW Health's American Family Children's Hospital**

**www.GreaterBuckyOpen.com | 818.424.8000**

**UWHealth**

American Family Children's Hospital



# CELEBRITY STARTER

**UWHealth**

American Family  
Children's Hospital

## 2024 CELEBRITY TBD





# Celebrity Starters

**UWHealth**

American Family  
Children's Hospital

**Celebrity Starters** *(all attend and present at our events)*

2023 **Chris McIntosh**, UW Athletic Director

2022 **Marisa Moseley**, UW Basketball Head Coach

2021 **Kelly Kahl**, CBS Entertainment President

2020 **Al Toon**, UW & NFL Football Legend

2019 **Mike Leckrone**, UW Band Director Legend

2018 **Mark Tauscher**, UW & Packers Football Hall of Famer

2017 **Tony Granato**, UW Hockey Head Coach & NHL Stud

2016 **Greg Gard**, UW Basketball Head Coach

2015 **Jim Leonhard**, UW player Coach & NFL Football Stud

2014 **Mike Koval**, Madison Police Chief + Former Bucky Mascot

2013 **Mark Johnson**, UW & Olympic Hockey Legend

2012 **Trent Jackson**, UW Basketball Legend

2011 **Pat Richter**, UW Football & Athletic Director Legend

2010 **Barry Alvarez**, UW Football & Athletic Director Legend

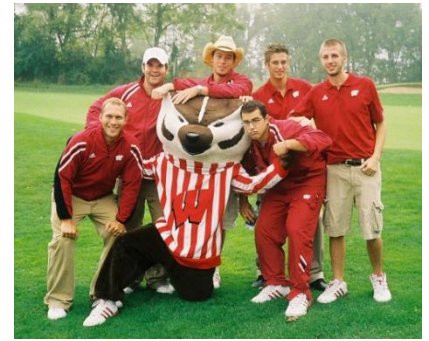
2009 **Mike Eaves**, UW & NHL Hockey Stud

2008 **Ron Dayne**, UW, NFL, Heisman Winning Football Legend





## BENEFICIARIES



- 100% of Sponsors' donations gets passed on to our two beneficiaries (we keep a lean overhead)
- $\approx$ 90% goes directly to the **University of Wisconsin's American Family Children's Hospital** for UW Kids Cancer Endowed Fund, Patients & Family Endowed Fund, CHAMPS for Children Facility Dog Fund, and AFCH Greatest Needs
- $\approx$ 10% goes towards **Bucky Badger Student Mascots** via the Bucky Badger Student Mascot Endowed Fund



# YOU CAN HELP!

**UWHealth**

American Family  
Children's Hospital

Become a **SPONSOR**. *Naming rights, advertising exposure, tax deductions, good karma*

Donate **MONEY**. *We need financial contributions to keep our vital AFCH's patient and family programs running, advance critical pediatric cancer research, support AFCH's greatest needs, the GBO Family Lounge and the Bucky Badger Student Scholarship Fund*

Donate **TOYS**. *More toys = more smiles during our visit with Bucky to the AFCH*

Donate **AUCTION ITEMS**. *All auction dollars raised goes to the beneficiaries*

Sign up for **GOLF**. *We sell out early so register now to guarantee your spot*

Promote the good **GBO NEWS**. *Forward this email to family, friends, colleagues, bosses, and companies to let them know the fun we have and good we do*

Join our **GBO SOCIAL NETWORKS**. *Become a fan of our GBO Social Networks Facebook, Instagram, and Twitter.*



# EXCLUSIVE

**UWHealth**

American Family  
Children's Hospital

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

- \$5,000 PLAYER GIFT SPONSOR
- \$4,000 GOLF CART SPONSOR
- \$3,000 LUNCH SPONSOR
- \$2,500 RECEPTION SPONSOR
- \$2,500 BEVERAGE CART SPONSOR (2)
- \$2,500 DRIVING RANGE SPONSOR

All exclusive sponsorship levels include 1 foursome (space permitting)  
plus a VIP experience at the GBO Charity Concert



# SPONSOR LEVELS



American Family  
Children's Hospital

	GOLD	PLATINUM	RED & WHITE	BUCKY	BUCKY ELITE	TITLE
Item	\$ 500	\$ 1,000	\$ 2,500	\$ 5,000	\$10,000	\$ 25,000
Hole Signage	Y	Y	Y	Y	Y	Y
Website Link	Y	Y	Y	Y	Y	Y
Program Recognition	Y	Y	Y	Y	Y	Y
Picture with Bucky	Y	Y	Y	Y	Y	Y
GBO Award Recognition	Y	Y	Y	Y	Y	Y
Logo on Apparel	Y	Y	Y	Y	Y	Y
Press Release Mention		Y	Y	Y	Y	Y
Additional Signage			Y	Y	Y	Y
Special Bucky Recognition			Y	Y	Y	Y
GBO Foursome				Y	Y	Y
GBO Press Opportunities				Y	Y	Y
VIP Charity Concert Tickets					Y	Y
Title Name Rights						Y

# SPONSORSHIP LEVELS – 1 of 2

## **\$25,000 EVENT SPONSOR**

Title Sponsor: “The Greater Bucky Open presented by YOUR COMPANY” plus everything in the BUCKY ELITE CLUB.

## **\$10,000 BUCKY ELITE CLUB**

Name signage on two holes, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) home page, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned on press releases, free foursome in GBO golf outing, opportunity for signage at event, whenever possible mentioned in GBO related articles and TV interviews, plus featured in overall email & social campaigns.

*Value:* Supports pediatric cancer research projects and provides all family meals for two weeks

## **\$5,000 BUCKY CLUB**

Name signage on one hole, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned on press releases, free foursome in GBO golf outing, opportunity for signage at event, whenever possible mentioned in GBO related articles and TV interviews.

*Value:* Supports pediatric cancer research projects and provides all family meals for a week

# SPONSORSHIP LEVELS - 2 of 2

## **\$2,500 RED & WHITE CLUB**

Name signage on one hole, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned in press releases, opportunity for additional signage at event.

*Value:* Supports pediatric cancer research projects and provides all family meals for a day

## **\$1,000 PLATIUNUM CLUB**

Name signage on one hole, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel in prominent position, mentioned in press releases.

*Value:* Supports one pediatric cancer research project

## **\$500 GOLD CLUB**

Name signage on one hole, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony, company logo on GBO apparel.

*Value:* Provides family meals for every family in the children's hospital for one day

## **\$250 SILVER CLUB**

Name signage on one hole, company logo and link on [www.greaterbuckyopen.com](http://www.greaterbuckyopen.com) website, recognition in program, picture with Bucky, name mentioned at GBO Awards Ceremony.

*Value:* Provides a human hair wig for a patient undergoing chemotherapy treatment



SPONSOR ONLINE

**UWHealth**

American Family  
Children's Hospital

[www.greaterbuckyopen.com/sponsor](http://www.greaterbuckyopen.com/sponsor)





# News Publicity

## UWHealth

American Family  
Children's Hospital

DANE COUNTY'S PROGRESSIVE NEWSPAPER

# The Capital Times

MONDAY AFTERNOON

SCONSIN

## Link to Badger pride raised money for UW Children's Hospital

...ing for the past seven years.  
...is year was the first in which golfers were  
...1 away after the outing made its 144-  
...pant limit, Hildebrandt said of the 2003  
...which he pronounced a total success.  
...addition to Hildebrandt and a number of  
...former Bucky's, the seven current UW stu-  
...who share Bucky mascot duty were on  
...Sunday to soak in the red and receive a few  
...rom those who donned the heavy mascot  
...ne in previous years.  
...rry Adamic, a UW-Madison sophomore  
...as the honor of being one of this year's  
...s, said the best advice the alumni mascots

...had to offer was to wear a back brace.  
...But Adamic and sophomore Brian Leitzke, a  
...fellow 2003 Bucky agreed that the backbreaking  
...Bucky work is worth while.  
...“It's just nice being able to make so many  
...people happy,” Leitzke said.  
...Hildebrandt said making people happy — spe-  
...cifically young patients at the UW Children's  
...Hospital — is one of the objectives of the outing.  
...This, he said, was never more apparent than on  
...Friday when Bucky and a group of UW athletes  
...visited the hospital as a kickoff for the event.

## Bucky

As for the outcome of the outing, a Badger victory was inevitable.

A foursome including Jeff Loomaris, Craig Endries, Brian Hofensberger and early '80s Badger football star Al Toon took first place.

“When I can do something to raise money for the UW, I always like to oblige,” Toon said after accepting his trophy.

continued from Page 1A

...thousands of dollars donated to both causes. E-mail: jpotente@madison.com

## Charity golf benefits children

Greater Bucky Open raises money for student mascots and the UW Children's Hospital

BY CALEY MEALS  
Features Editor

When a former Bucky Badger mascot graduated from the University of Wisconsin in 1993 and moved to California, he knew he would not be able to stay away from Madison forever. During his time at UW, Derek Hildebrandt portrayed

Bucky at many UW athletic events, and when he decided to give something back to his college community a few years later, Bucky was his inspiration. Since 1997, Hildebrandt has organized and run the Greater Bucky Open, a charity-golf event that raises money every year for the Bucky Badger student mascots and, in recent years, for the UW Children's Hospital.  
“While making plans to return to Madison in the fall of '97, I came to the conclusion that by hosting a golf tournament I could kill a number of birds with one golf ball,” Hildebrandt said. “I realized that I could visit family and friends, enjoy some Wisconsin

fall weather, attend a UW football game, golf the Ridge and raise some money for the Badger Fund to support the Bucky.”

The event is always held on a home UW football weekend, and this year's event was held yesterday at the University

See Charity, page 4



Treana Lindquist receives a visit as part of the Greater Bucky Open. Football players, Bucky and a film crew visited the UW Children's Hospital distributing toys, autographing programs and talking to the kids. From left: Joel Nellis, Bucky, Kurt Ware, Brandon Kelly, Open founder and former Buckingham U. Badger Derek Hildebrandt.

Charity, from page 1

Ridge Golf Course, where Hildebrandt encouraged participants to “celebrate UW's victory over North Carolina.”

Prior to Sunday's golf event, the Bucky Open kicked off the weekend last Friday at the Children's Hospital, where Hildebrandt, members of the UW Football team and Bucky Badger himself handed out stuffed animals to patients.

Collecting toys and bringing them to the children has been a “highlight” of the event, according to Hildebrandt, since the Children's Hospital was first added to the GBO program over two years ago.

In the six years of the GBO's existence, the number of participants has risen from an initial 12 golfers to this year's 144 golfers, the maximum number the Ridge golf course can allow. “The golf outing itself is not

your ordinary event. We have many prizes and contests for every range of golfer,” Hildebrandt said. “For example, we have trophies for worst shot of the day, shortest drive, and we also tie up inflatable cows to the pins on a few par 3s and have a ‘Closest to the Crow’ contest.”  
Last year's events raised \$4,000 for the Children's Hospital and Badger Mascots, and Hildebrandt expected that

this year's GBO would raise even more.

UW Chancellor John Wiley is a big supporter of the event and in past years has even participated in the golf portion of the event.

“As Chancellor, I am very proud to be a part of a University that has such a wonderful and supportive alumni,” Wiley said.

“Especially alumni that are former Bucky Badgers!”



Derek Hildebrandt and Bucky visit a patient at the UW Children's Hospital during a past Greater Bucky Open weekend. (Photo courtesy of Derek Hildebrandt)

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Hildebrandt wo  
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Currently, Hilde  
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for the Greater  
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golfing at Univ  
Course. The F  
he will visit the U  
Hospital with mer  
Badger football tea  
“It's really cool,”  
the hospital visit, “  
guys, they've got st  
up to them. You wal  
with Bucky and th  
light up.”

## Meet the Badgers

Seven-year-old Marques Atkins of Madison entertains Badger football players Mark Anelli, Bryson Thompson, Jason Schick and Bob Docherty and UW-Madison alum Derek Hildebrandt (in golf shirt) during a visit Friday to the UW Children's Hospital. The visit was to promote today's Greater Bucky Open Golf Tournament, a fund-raiser for the hospital.

Hildebrandt and the rest of the

The Capital Times 10/6/01



HENRY A. KOSS/COURTESY THE CAPITAL TIMES

THE BADGER HERALD  
THE UNIVERSITY OF WISCONSIN'S INDEPENDENT STUDENT NEWS PAPER





# TV & Radio Publicity

**UWHealth**

American Family  
Children's Hospital



**W-9**  
Request for Taxpayer Identification Number and Certification

Greater Bucky Open, Inc.  
150 East Gilman Street  
Madison, WI 53703

Employer Identification Number (EIN) **04-2349812**

# LEGAL FORMS

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 12 2002**

Employer Identification Number: 04-2349812  
Contact Person: DAVID B KOUCKEY  
Contact Telephone Number: 6773 823-5560  
Accounting Period Ending: December 31  
Foundation Status Classification: 509(a)(2)  
Advance Ruling Period Begins: June 6, 2002  
Advance Ruling Period Ends: December 31, 2006  
Addendum Applies: No

**Part 1** Taxpayer Identification Number (TIN)

Employer Identification Number (EIN) **04-2349812**

**Part 2** Certification

I am certifying that:

- The number shown on this form is my correct taxpayer identification number (or I am not subject to backup withholding, or I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding, or (c) I have not been notified by the IRS that I am no longer subject to backup withholding, and
- I am a U.S. person (including a U.S. resident alien).

DEPARTMENT OF THE TREASURY  
INTERNAL REVENUE SERVICE  
MOLTSVILLE, MO 65051

DATE OF THIS NOTICE: 07-15-2002  
NUMBER OF THIS NOTICE: CP 415 E  
FORMER IDENTIFICATION NUMBER: 04-5497800  
015344982 6

JUL 22 2002

FOR ASSISTANCE CALL US AT: 1-800-829-1046

OR WRITE TO THE ADDRESS SHOWN AT THE TOP LEFT: IF YOU WRITE, ATTACH THE STUB OF THIS NOTICE.

**Jim Doyle**  
Governor

**Celia M. Jackson**  
Secretary

**WISCONSIN DEPARTMENT  
REGULATION & LICENSING**



0000419  
GREATER BUCKY OPEN INC  
%NELSON PO BOX 1497  
MADISON WI 53701

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 509(a)(2).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

**Purpose of Form**

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, that enables transferees, recipients, payees, etc. to file their own tax returns. If you are a foreign person, do not use Form W-9. Instead, use the appropriate Form W-8 (see Publication 915, Withholding of Tax on Nonresident Aliens and Foreign Entities).

Nonresident alien who becomes a resident alien. Generally, only a nonresident alien individual may use the benefits of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, must tax treaties contain a provision known as a "saving clause." Exceptions identified in the table below may permit an exemption from backup withholding for certain types of income even after the recipient has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

- The treaty country. Generally, must be the same treaty under which you claimed exemption from tax as a nonresident alien.
- The treaty article addressing the income.
- The article number or paragraph in the tax treaty that contains the saving clause and its exception.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER (EIN)

Thank you for your Form 1041 Application for Employer Identification Number (EIN). We assigned you EIN 04-2349812. This EIN will identify your business account, tax returns, and documents, even if you have no employees. Please keep this notice as your permanent record.

If your complete name and EIN shown above on all federal tax forms, payments, and related correspondence. If you use any variation in your name or EIN, it may cause a delay in processing and commercial information to your account. It also could cause you to be assigned more than one EIN.

If you want to send to receive a ruling or a determination letter recognizing recognition as a public support organization, you should file Form 1041-AP, Application for Recognition as a Public Support Organization, is available at most IRS offices and has details on how you can send.

Keep this part for your records. CP 415 E (Rev. 1-2002)

Return this part with any correspondence to us regarding your account. Please correct any errors in your name or address. CP 415 E 015344981

Your Telephone Number Best Time to Call DATE OF THIS NOTICE: 07-15-2002 FAX/TELE IDENTIFICATION NUMBER: 04-5497800 FORM: 51-A

This is the new official blue license for Department of Regulation and

**State of Wisconsin**  
DEPARTMENT OF REGULATION AND LICENSING  
Committed to Equal Opportunity in Employment and Licensing

Credentialed  
CHARITABLE ORGANIZATION

No: 8308 - 800 Expires 07/31/2006

GREATER BUCKY OPEN INC  
%NELSON PO BOX 1497  
MADISON WI 53701

The person whose name appears on this document has complied with the provisions of the Wisconsin Statutes and holds the credential specified above

Signature

Letter 1045 (50/CD)

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

No. 8308 - 800

The State of Wisconsin  
Department of Financial Institutions

GREATER BUCKY OPEN INC

is hereby certified to engage in business as a

CHARITABLE ORGANIZATION

in the State of Wisconsin. This certification was approved on the 6th day of August in the year 2003.

The authority granted herein must be renewed by August 1 of each year by the granting authority.

In witness thereof, the State of Wisconsin  
Department of Financial Institutions  
has caused this certificate to be issued under the seal of the Department of Financial Institutions

Kathy Blumenfeld  
Secretary, Department of Financial Institutions

Patricia Epstein  
Administrator, Division of Corporate and Consumer Services

INTERNAL REVENUE SERVICE  
MOLTSVILLE, MO 65051

GREATER BUCKY OPEN INC  
C/O JOSEPH P HILDEBRANDT  
PO BOX 1497  
MADISON WI 53701

**State of Wisconsin**  
DEPARTMENT OF REGULATION AND LICENSING  
Committed to Equal Opportunity in Employment and Licensing

Credentialed  
CHARITABLE ORGANIZATION

No: 8308 - 800 Expires: 07/31/2007

GREATER BUCKY OPEN INC  
%NELSON PO BOX 1497  
MADISON WI 53701

The person whose name appears on this document has complied with the provisions of the Wisconsin Statutes and holds the credential specified above

Signature

CH 446.11, WIS. STATS. REQUIRES YOU TO NOTIFY THE DEPARTMENT OF A NAME OR ADDRESS CHANGE WITHIN 30 DAYS. PLEASE SUBMIT TO P.O. BOX 8935, MADISON, WI 53708-8935 OR VIA THE WEB AT <http://drl.wi.gov>

THIS IS YOUR POCKET IDENTIFICATION CARD **32842**

Fold Here #60 (Rev. 04/05)

**State of Wisconsin**  
DEPARTMENT OF REGULATION AND LICENSING  
Committed to Equal Opportunity in Employment and Licensing

CHARITABLE ORGANIZATION

No: 8308 - 800 Expires: 07/31/2007

GREATER BUCKY OPEN INC  
%NELSON PO BOX 1497  
MADISON WI 53701

The named person has complied with Wisconsin Statutes and holds the credential specified above

Signature

This certificate of registration must be displayed conspicuously in the registrant's office or place of business.  
This certificate was printed on the 26th day of July in the year 2001

DOWNLOAD FORMS at  
[www.greaterbuckyopen.com/documents](http://www.greaterbuckyopen.com/documents)



# Help Us, Help UW Kids



Derek Hildebrandt, Founder  
Bucky 1991-1993

818.424.8000

[derek@supportgbo.org](mailto:derek@supportgbo.org)

[www.greaterbuckyopen.com](http://www.greaterbuckyopen.com)